

THE FARMINGTON TIMES

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ROBERT C. MOORE
Editor and Business Manager

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Political Announcements

The Times is authorized to announce the candidacy of the following for nomination at the general primary to be held in August, 1914:

DEMOCRATIC.

For Senator from 26th District—

JOHN T. BYRNE
(of Jefferson County.)

For Representative—

G. W. MOOTHART

For Recorder—

W. L. HOFFMAN
(of Elvins.)

T. W. MARTIN
(of Flat River.)

FRANK W. MONROE
(of Deleage.)

HENRY BELL
(of Flat River.)

JEFF D. HIGLEY

HENRY McFARLAND
(of Bonne Terre.)

C. R. PRATHER
(of Flat River.)

For Collector—

J. L. BRADLEY
(of Deleage.)

DR. T. L. HANEY
(of Flat River.)

HARRY E. HORN
(of Flat River.)

L. GEORGE WILLIAMS
(of Bonne Terre.)

For Prosecuting Attorney—

FRANCIS A. BENHAM
(Re-election.)

R. C. TUCKER
(of Farmington.)

For Clerk of the Circuit Court—

H. M. O'BANNON
(of Liberty Township.)

C. B. MCCLINTOCK

EVERETT PRATTE

J. D. POSTON

For Clerk of the County Court—

C. P. WILKSON
(of Farmington.)

PEARL KEAY
(of Halifax.)

For Judge of the Probate Court—

FELIX O. POSTON
(of Farmington.)

MERRILL PIPKIN
(of Farmington.)

THOMAS C. YOUNG
(of Farmington.)

For Member County Court.

ELI B. AUBUCHON
(of Bonne Terre.)

From First District

W. G. POSTON
(of Bonne Terre.)

From First District

C. I. GARRETT
(of Bismarck.)

For Presiding Judge

JUDGE H. SLEETH
For Presiding Judge

J. W. JONES
From First District

For Constable of St. Francois Town-

ship—

S. S. PUTNAM

SPURGEON DITCH

REPUBLICAN.

For Recorder—

WILLIAM C. EAVES
(Re-election.)

For Judge of the Probate Court—

KOSSUTH C. WEBER
(of Farmington.)

(Re-election.)

For Justice of the Peace of St. Fran-

cois Township.

J. P. ZOLMAN
(Re-election.)

Mary J. Francis was born December

27, 1856, and died April 29, 1914, at 6:15 a. m., at her home in Flat River, of cancer. The funeral services were

conducted at the residence at 9 o'clock by Rev. Paul, pastor of the Baptist church of Bonne Terre, after which the remains were laid away to rest at the Doe Run cemetery. The deceased

leaves eight children, a mother, four brothers, and a host of friends to mourn her death. The Times extends

its deepest sympathy to the bereaved ones.

Ray B. Simpson, who is running a daily editorial in the St. Louis Republic on the subject of practical and profitable advertising, has some very interesting things to say in the Republic of April 30th, worthy to be read and remembered by every Farmington advertiser. Mr. Simpson is one of the most successful advertising men in America, and perhaps more than any other one man has been responsible for making St. Louis the largest single producer of shoes of any city in America. The following is what he has to say about making advertising pay:

The other day I met a man who said "advertising doesn't pay," and he really believed it.

He is a merchant in a large county-seat town. To prove his contention he produced a soiled advertisement from his home paper. It was two inches deep and three columns wide. It was worded simply:

HOLLIS MERCANTILE CO.,

General Merchandise.

"This is my first and last ad," he said. "I put it in my home paper and it didn't bring me a single new customer to my store."

I was the advertiser, and I am a merchant. It is a reminder of my foolishness.

Another merchant in the same town said the same amount of space in which he says something. He is winning the trade of the town who says it doesn't pay.

You may have spent a few dollars for one insertion of your "business card". It didn't pay. Maybe you bought a lot of gramercies to be distributed during the big parade.

This isn't advertising—it's only a flash in the pan, and you get burnt. But you think it is advertising, and because it does not produce the expected results you say "advertising doesn't pay."

Look about you and observe the concerns that have become the leaders in their class as a result of advertising. Analyze their methods. Are you right and they wrong?

They recognize advertising as a business news. They give the public the latest news about their merchandise—in the columns of the newspapers, because that is the quickest and cheapest method of reaching the people who consume their goods.

Your real advertiser thinks not as much of the amount of space he uses as he does of what he says in that space. His advertising brings new customers and increases his business.

Let our special service department show you how to make advertising pay. Phone us today.

The TIMES, like the St. Louis Republic, maintains a special service department, with no charge to the advertiser using its columns, so this suggestion to "Phone us today" applies with equal force. Our service department phone is No. 291.

The other day a big business man was asked for his key to success. After he had motioned his secretary from the room, said:

"Because I've always accomplished everything I undertook; every one calls me lucky. As a boy I was laughed at. I finally ran away to New York, and my first job paid \$3. But I gave \$6 worth of service. And that has been my key to success. I always gave more than I got. My employers knew that when I had a thing in hand it would be carried out successfully. Often during rush hours I stayed alone at the office until after ten. No one else knew it. I never had to tell my boss I wasn't paid enough, and never had to ask for a raise. It came unasked. Today I can command my own price. Do you call that luck or grit?"

Young man or young woman, if you aren't delivering the goods for your employer, then why aren't you? If you resigned tomorrow couldn't he get a hundred more of the same caliber, no better, no worse?

Why not lift yourself above the average? Do your work so that he would have to try a hundred before he could get another like you. Then you'll be in a class by yourself.—J. B. Gehring.

Institutions of learning cannot neglect the moral education of their students. Each year universities of learning are placing more importance upon the moral training of students than they have ever done before. Many men are efficient economically, but cramped intellectually. The culture of the world of thought into which they have been born, the work of great minds for past ages, is but a blank.

We can teach mathematics as a cold, reasoning science, but not as with morality. The only morality that is enduring is that set on fire by pressure. Nevertheless, it has been produced countless times by a mere every-day touch.

It is, therefore, necessary that the young man and young woman be taught, so as to make that moral adjustment.

A man in a responsible position today must be morally, as well as economically efficient.

Just as essential, and more so, is the adjustment. Behind the bars of prisons we can find men who could easily make the economic and intellectual adjustment, but to whom society has said: "You are not at home in this world. Go to prison!" Education which fails to bring about moral progress is a failure and a disgrace.—Thomas H. Gordon.

How dear to our hearts were the old fashioned houses, that stood back, away from the broad, spare road. The parlor, spare chamber and also the garden, the yard full of grass that so seldom was mowed. How many good things grew in that kitchen garden—potatoes and turnips, squash, cabbage and beets, and into the cellar they flowed without measure, and all the long winter we had such good "ests."

That old fashioned cellar, that cool, well-filled cellar, how we rich as we thought of those juicy good "ests."

Oh, to think of the milk pan and the event that goes on it, the large of eggs and the deep dish of "sausage" the great bunch of vine and the bunch of apples, and all other things in that old fashioned house!

The cellar, the battery, the smoke-house and larder; oh, give us, we may then, the old fashioned house, to C. Burton.

STORE NEWS FROM

THE FAMOUS.

Max Mayer's line of gloves will save you money. We are looking to your interest when we buy our long silk gloves from headquarters. Long silk gloves, best quality, black, white and tan, 75 cents, a saving of 25 cents on the pair. Extra quality fine long gloves, black, white, and cream at 25 cents; 25 cents less than the usual price for this quality. Other styles at 25 cents, 14 cents and 50 cents. Its to your interest to see our line before you buy.

You can save many dollars on your dry goods by keeping watch on our mill end bargains. We have new goods coming in all the time.

You can't buy better candies than our Berkley chocolates, and chocolate marshmallows, and we sell them at 10 cents per half-pound.

Snowflake marshmallows, absolutely fresh direct from the maker at 10 cents per pound.

Trimming wreaths in all kinds of flowers, 10c.

A bigger and better line of candies than ever. Fresh goods right from the kettle. Our candies don't have time to get old and dried out. Its all we can do to get them fast enough. 10 cents per pound makes them move.

A. F. DAVIS & SON.

ELVINS.

A Beaudin and wife of Flat River, were in Elvins Tuesday afternoon.

Claude Evans was a Farmington visitor Tuesday.

Mrs. C. J. Mites of Flat River, was in Elvins Friday afternoon.

Edith Alexander spent Saturday and Sunday in Esther with relatives.

Mrs. E. Panel visited friends and relatives in Esther and Farmington, Saturday and Sunday.

Sarah Loyne returned home Saturday from a few days visit with friends at Leadwood.

Frank Byington purchased the property of R. J. Woods last week.

Frank Hatin and family of near Leadwood, spent Sunday here with A. J. McGraw and family.

Miss Mayme White of Esther spent Saturday afternoon here.

Mrs. W. R. Latimer spent Tuesday afternoon in Bonne Terre with relatives.

Mrs. W. E. Farmerley of Knob Lick, spent Saturday and Sunday here with her sister, Mrs. John Maurer, who has been ill the past two months, but is improving at this writing.

Mabel Boyer of Flat River was in Elvins shopping Tuesday afternoon.

Miss Viola Beard of Bismarck, spent Saturday and Sunday here with relatives and friends.

Lawrence Dace spent Sunday in Bonne Terre with relatives.

John Poston of Bonne Terre spent Sunday here with friends.

G. B. Gale of Farmington, spent Monday in Elvins.

Geo. Langdon was in Farmington Tuesday.

Mrs. S. I. Smith spent Saturday and Sunday in Fredericktown with friends and homefolks.

Vergie Govro spent Saturday night in Farmington with relatives.

W. A. McGraw and wife spent the week in Fredericktown with friends and relatives.

Mrs. Jesse Holloway spent Friday in Flat River with relatives.

W. C. Evans spent the first of the week in Sikeston on business.

Elmer Robinson and wife of Flat River, spent Sunday here with the latter's parents.

Wm. Clemons and wife spent Sunday in Bonne Terre.

Mrs. Wm. Ross and daughters, Anna Lee and Myrtle, attended church in Bonne Terre Sunday.

Mrs. Roy Hatton spent the first of the week in Tyler, with relatives and friends.

Mrs. George Clemons was in Flat River shopping Monday.

W. Turner spent Tuesday afternoon in Bonne Terre with friends and relatives.

Mrs. P. Hughes of Doe Run is spending this week here with friends and relatives.

Wm. Smith and wife spent Monday in Doe Run.

Mrs. Simeon Dubinsky of Bonne Terre, spent Tuesday here with relatives and friends.

Etta Ratley of Doe Run, spent Saturday afternoon here visiting her sister, Mrs. Ben Butts.

Edwin Bellum of Flat River, spent Sunday here with friends.

R. Abbott of Flat River, was an Elvins visitor Sunday afternoon.

Mrs. K. P. Cook of Columbus Ky., is spending this week with G. W. Tidwell and family.

Miss Babb of Flat River, was in Elvins Tuesday.

Dora Miller was in Flat River shopping Tuesday afternoon.

Little Edwin Evans was on the sick list the first of the week.

Born—To the wife of W. E. McSutton, Friday, April 24, a boy.

Born—To the wife of Lawrence Maurer, Friday, April 24, a boy.

C. Bryer and family of Rice Springs, spent Sunday in Elvins with friends and relatives.

Mrs. John Criteser spent Sunday and Monday with C. Eaton and family, near Farmington.

Mrs. Gus Ardenrieth of Flat River, was an Elvins visitor Tuesday.

THE PRESBYTERIAN CHURCH.

Here is where His children are at home.

Bible school 9:45, a. m. Morning worship 11:00 o'clock. Christian Endeavor 7:15, p. m. Evening worship 8:00 o'clock.

We cordially invite you to worship with us. W. H. DuBOISE, Pastor.

WILL HOLD CONVENTION

The Christian churches of Southeast Missouri will meet in convention with the Christian church at Dexter, May 5-7. Rev. Baily, the local pastor with others of the local church are on the program and a number of able speakers of the district. A most excellent program has been prepared, and the convention promises to be one of interest and profit. Local members will take notice of the date of the convention and as many as can will no doubt be greatly benefited by an attendance.

MELL-MCKINZIE

On Saturday, April 18th, at 6:15, Miss Myrtle McKinzie of near Libertyville and Mr. H. C. Mell of Farmington, surprised their many friends and were married by the Rev. Wiedman at the parsonage of the Lutheran church.

The bride wore a white silk crepe meteron trimmed in frilling and blue rose buds, while the groom wore a suit of black-serge.

Miss McKinzie has taught school in St. Genevieve for several years. Mr. Mell is a resident of Farmington, connected with the firm of Mell and Phillips Hardware Company.

After April 30th, their friends will find them at home in Farmington, where they will housekeep. The Times joins their many friends in wishing the young couple much joy and happiness through the coming years.

Died—At State Hospital No. 4, on Tuesday at 4 p. m., Mr. Curtis Short of Jackson. The body was shipped to the home of deceased. The Farmington Undertaking Co., were in charge where the funeral was held.

Subscribe for The Times.

CENSUS FIGHT COMES

TO SUDDEN END.

(Continued from 1 Page)

ter under advisement, and determine the same by Tuesday, April 28th. Pending the action of the St. Louis Court of Appeals the County Court adjourned until last Tuesday at 9:00 o'clock a. m. On Tuesday the County Court met, but no word had come from the St. Louis Court, and hence, the local Court adjourned until Wednesday. But on Wednesday the County Court, not having any word from the higher Court began to take evidence in an effort to discover the legality of the census in question. The work proceeded until about three o'clock in the afternoon when Benj. H. Marbury, attorney for the "drys", received a telephone message from the clerk of the St. Louis Court stating that the Court of Appeals had taken action in the matter, and issued a writ of prohibition against the County Court from proceeding farther in its investigation of the Elvins census. The writ is returnable May 8th. This, of course, will defeat the calling of an election under the pending petition but the proceeding will determine whether the County Court has the right to make an investigation into the census return, not only of Elvins, but of any other town claiming a population of any given number.

It Used to Be

That a bank was looked upon by many people as an awe-inspiring, fearsome, overbearing institution, taking your money as an accommodation to YOU. There used to be considerable "coldness" toward the customer—especially if he carried only a SMALL account. But that time is happily past and gone.

But Nowadays

A bank is a means of SERVICE to its customers. This bank is that kind of a bank. We're ANXIOUS to be of service—and there are SO MANY ways in which we CAN be. It takes a friendly, confidential chat with you to explain them all. Knowing that you are "invited" and welcome—won't you come in and "talk it over?" We're anxious to explain to you just what the advantages to YOU are that we offer—some exclusive with us, we think. No formality about it—drop in and say "howdy" and let this bank be YOUR "bank home"—as it is for many another satisfied customer.

DIRECTORS.

THOS. H. STAM, President	THOS. H. STAM	R. L. MORRIS
E. E. SWINK, Vice President	J. M. MORRIS	S. J. TETLEY
J. E. COVER, Cashier	E. E. SWINK	ED. HELBER
FELDMING MCCORMICK, Asst. Cashier	W. T. HAILE	

St. Francois County Bank

POST OFFICE OPPOSITE ESTABLISHED 1897
CAPITAL \$30,000

That Beautiful Musical Cantata

"The Carnival of Flowers"

Will Be Given At The

Monarch Theatre

By the Children of the Christian Church
Sunday School

Friday Evening, May 7th

At 8:00 o'clock

"His Old Sweetheart"

A beautiful phantazy in LIVING PICTURES, a unique feature of unusual interest.

No more beautiful and winning Cantata has ever been written. The entertainment is certain to be pleasing and enjoyable to all. Remember the date and COME.

A short, snappy program you are sure to enjoy every minute.

Admission 10c to All. Don't Miss It

THANKS OFFERING MEETING

The Missionary Society of the 1st M. E. Church enjoyed a "Thanks Offering Meeting" at the home of Mrs. Ed Helber, Tuesday afternoon from 2:30 till 5 o'clock. A pleasing social hour was spent, while a special program was another important feature of the afternoon.

Mrs. Jennie A. Sett led in prayer, Misses Wilma Denham and Bessie Martin rendered vocal solos; Misses Grace Denham and Hattie Schmidt gave a violin duet; Mrs. Dean Smith read a paper on "Why We Have Thanks Offerings," and Mr. Ocle of from Japan, who attends school here, in Japanese costume, gave a talk on Japanese women.

Delicious refreshments were served and all together, a very pleasing afternoon was had.

Tell your friends about The Times. It is the liveliest Democratic paper in this section of the country.

BAPTIST CHURCH

The male members of the Baptist church met and organized a Brotherhood, for the purpose of getting the men in closer touch with the church and each other, and doing the work that is closest at hand, be it great or small. There are eighteen members enrolled, and many more expected to join. G. M. London, president, Floyd Davis, vice-president, Leon Haile, secretary and Meyers Mayberry, treasurer.

Sunday School, 9:30; Talk by Mr. Geo. Graham at service hour: B. Y. P. U. 6:45. Visitors are always welcome.

Tell them that you saw their ad in The Times.

Many Good New Things. "There is nothing new under the sun" is a statement true only of evil things, the fruits of ignorance and inexperience. Good things that are new come in with every generation, never in such abundance as in the opening years of the twentieth century. The Christian Register.